Sheet

6ignature

Central FAX Center 55 2005-10-17 01:56:35 (GMT PTO/SB/08A (04-03)

Approved for use through 04/30/2003, OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number. Complete if Known Substitute for form 1449/PTO Application Number 09/761,670 Filing Date January 18, 2001 INFORMATION DISCLOSURE First Named Inventor Jeff S. Eder STATEMENT BY APPLICANT An Unit 3624 Examiner Name Jagdish Patel Attorney Docket Number AR - 16

igata, cawinet	Cite No.1	Document Number Number-Kind Code ^{2 of Minarity}	Publication MM-DD-Y		Ap	Name of Patenta plicant of Cited De		Poges, Columns, Lines, Whe Relevant Passegos or Releva Figures Appear	
MI		^{US-} 5,224,034 - B1	06-29-199	93	Katz, P	aul	7		7
10		^{US-} 5,237,946 - B1	08-17-199	93	Kagam	i, Akari			/
		US- 5,128,861 - B1	07-07-199	92	Kagam	i, Akari			_
		^{US-} 5,237,495 - B1	08-17-199	93	Morii, F	lideki			_
		^{US} 3,749,892 - B1	07-31-197		Stennir	g, Patrick			
		^{US-} 5,361,201 - B1	11-01-199	94	Jost, A	len et al		\ /	
		^{US-} 3,933,305 - B1	01-20-197	76	Murphy	, John Micha	iel	\ /	
		US- 4,989,141 - B1	01-29-199	91	Lyons,	Richard		\ /	
		US 5,317,504 - B1	05-31-199	94	Nakaya	ma, Mamon	i	\ 7	-
$\neg \neg$		US- 5,414,621 - B1	05-09-199	95	Hough,	John		$\overline{}$	_
		^{US-} 5,193,055 - B1	03-09-199	93	Brown,	Gordon		, ,	_
		^{US-} 5,809,282 - B1	09-15-199	98	Cooper	, Dennis			_
		US- 6,301,584 - B1	10-09-200	01	Ranger	, Denis			
		US- 5,737,581 - B1	04-07-199	98	Keane,	John		/.	
7		US- 5,812,988 - B1	09-22-199	98	Sandre	tto, Michael			
		US- 6,125,355 - B1	09-26-200	00	Bekaer	t et al			
		^{US-} 5,191,522 - B1	03-02-199	93	Bosco	et al			_
		^{US-} 6,112,188 - B1	08-29-200	00	Hamet	, William		/	1
M		^{US-} 6,134,536 - B1	10-17-200	00	Shephe	erd, lan			
			FOREIGN	PATE	NT DOCU	MENTS			_
gels. Swivet	Cite No.1	Foreign Patent Document		Pul	dication Onte D-YYYY	Name of P Applicant of Ci		Pagos, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	
h/		Country Code ³ Number ⁴ TK not Code ³ (If					•		Ļ
		EP 0 587 290 A2				Powers et a			Ļ
		GB 2 253 081 A		02-1	9-1992	Kalsha, Kat	ushi		ļ
									╄
				_					╄
									₽

EXAMINER: Initial if beforence considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicants unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at www.us.gto.gov or MPEP 901.04. Enter Office that issued the document, by the two-totter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the petent document. Wind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. Applicant is to place a check mark here if English language Translation is attached.

Translation is extensed.
This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complate, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commence, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

If you need essistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Sheet

Receive for Center 16,2004

PTO/SB/08A (09-03)
Approved for use through 07/31/2005. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Coi	mplete if Known	•
Application Number	09/761,670	
Filing Date	January 18, 2001	
First Named Inventor	Jeff S. Eder	
Art Unit	3624	
Examiner Name	Jagdish Patel	
Attorney Docket Number	AR - 16	

				DOCUMENTS	
nitials*	Cite No.1	Document Number Number-Kind Code ^{2 (2 known)}	Publication Data MW-DD-YYYY	Name of Patentoe or Applicant of Citod Document	Pages, Columns, Lines, Where Rolevant Passages or Relevant Figures Appear
M		^{US-} 6,078,901 - B1	6-20-2000	Ching, Hugh	
		^{US-} 5,802,501 - B1	9-1-1998	Graff, Richard A.	
,		^{US-} 4,839,304 - B1	6-13-1989	Roberts et al	
		^{US-} 6,148,293 - B1	11-14-2000	Douglas L. King	
		^{US.} 5,742,775 - B1	04-21-1998	Douglas L. King	
		^{US-} 5,802,501 - B1	09-01-1998	Graff, Richard	
		US- 6,084,972 - B1	05-16-2000	Jankowitz, et al	
		US- 6,263,314 - B1	07-17-2001	Donner, Irah H.	
		^{บร.} 6,278,981 - B1	08-21-2001	Dembo et al	X
		^{US-} 5,704,045 - B1	12-30-1997	King et al	
		^{US-} 5,704,055 - B1	12-30-1997	George et al	
		^{US-} 5,644,727 - B1	07-01-1997	Atkins, Charles Agee	
		^{US-} 6,301,584 - B1	10-09-2001	Ranger, Denis	
		^{US-} 6,064,971 - B1	05-16-2000	Hartnett, William	
		^{US} -6,418,448 - B1	07-09-2002	Sarkar, Shyam	
		^{US-} 6,366,934 - B1	04-02-2002	Cheng et al	
		^{US-} 6,209,124 - B1	03-27-2001	Vermeire et al	
4.		^{US-} 6,189,011 - B1	02-13-2001	Lim et al	17
		^{US-} 5,406,477 - B1	04-11-1995	Harhen, John	7

plevant Passages ant Figures Appear

*EXAMINER: initial if reference considered, whether or not cliation is in conformance with MPEP 609. Draw line through cliation if not in conformance and not considered, include copy of this form with next communication to applicant. *Applicant's unique cliation designation number (optional). *See Kinds Codes of USPTO Potent Documents at www.sco.gog or MPEP 901.04. *Enter Office that lessed the document, by the two-lotter code (WIPO \$tandard \$T.3). *For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. *Kind of document by the appropriate symbols as indicated on the document under WIPO Standard \$T.16 if possible. *Applicant is to place a check mark here if English language Translation is attached.

Translation is attached.

This collocition of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentially is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gethering, preparing, and submitting the completed application form to the USPTO. Time will very depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sont to the Chief Information Officer, U.S. Petent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patenta, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Sheet

PTO/SB/08A (04-03) Approved for use through 04/30/2003, OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMS control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Substitute for form 1449/PTO

Complete if Known Application Number 09/761,670 Filing Date January 18, 2001 First Named Inventor Jeff S. Eder Arl Unit 3624 Jagdish Patel Examiner Name Attorney Docket Number AR - 16

Examiner Initials	Cite No.1	Document Number	Publication Date MM-DD-YYYY	Name of Perentee or Applicant of Clad Document	Reges, Columns, Linos, Where Relevant Pessegos or Relevant
1/4		Number-Kind Code ^{2 of knowley}		<u></u>	Figures Appear
MA		^{US-} 6,332,163 - B1	12-18 -2001	Bowman_Amuah, Michel	
		^{US-} 5,802,501 - B1	09-01-1998	Graff, Richard A.	
		^{US-} 4,839,804 - B1	06-13-1989	Roberts et al	
		^{US-} 6,092,056 - B1	07-18-2000	Tull Jr., et al	
		^{US-} 5,706,495 - B1	01-16-1998	Chadha, et al	
		^{US-} 5,649,181 - B1	07-15-1997	French et al	
		^{ՍՏ} - 5,471,611 - B1	11-28-1995	McGregor	
		US- 5,680,305 - B1	10-21-1997	Agpar, Mahlon	
		^{US-} 5,406,477 - B1	04-11-1995	Harhen, John	
		^{US.} 6,064,971 - B1	05-16-2000	Hartnett, William	
		^{US-} 6,249,768 - B1	06-19-2001	Tulskie Jr. et al	
la la		^{US-} 5,774,873 - B1	03-29-1996	Berent, Thomas	
MX		^{US-} 6,301,584 - B1	10-09-2001	Ranger, Denis	l
1		US			
		US-			
·		US-			
		US-			
		US-			+
		US-		1	

		FORE	GN PATENT DOCU	MENTS		
Examiner Initials*	No.	Foreign Patent Document	Publication Date	Name of Patentes or Applicant of Cited Document	Pages, Columns, Lines, Where Relovant Passages	
		Country Code ³ "Number * "Kino Code ⁸ (If known)	MM-DD-YYYY	•	Where Relovant Passages Or Relevant Figures Appear	۳
						L
						L
						Ļ
$\overline{}$						
xaminer ign sture		A.C. L. Marx		Date Considered	V1410h	

*EXAMINER: initial if reference/considered, whether or not citation is in conformance with MPEP 500. Draw line through cliston if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicants unique citation designation number (optional). See Kinds Codes of USPTO Potent Documents at www.uspto.gog or MPEP 301.04. Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese petent documents, the indication of the year of the reign of the Emper must procede the serial number of the patent document. Kind of document by the appropriate symbols as indicated on the document wider WIPO Standard ST. 16 if possible. Applicant is to place a check merk here if English language

the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. Applicant is to place a check mark here if English language Translation is statched.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the puttic which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submixing the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete his form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer. U.S. Patient and Trademerk Office, U.S. Department of Commerce, Washington, DC 20231.

TO: Commissioner for Patients, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Received FA Centros M. Central got 16 2005 M.

PTO/SB/08B (04-03)
Approved for use through 04/30/2003. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information understanding a valid OMB control number. Complete if Known Substitute for form 1449/PTO **Application Number** 09/761,670 Filing Date INFORMATION DISCLOSURE January 18, 2001 STATEMENT BY APPLICANT First Named Inventor Jeff S. Eder Art Unit 3624 (Use as many sheets as necessary) **Examiner Name** Jagdish Patel Sheet **Attorney Docket Number AR - 16** 4

		NON PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.				
M	1	ZIPP, ALAN S.; Business valuation methods; 1993, AICPA				
	2	DAVIDOW, WILLIAM; Accounting systems are completely wrong, January 1995,Red Herring				
	3	MCTAGGERT, JAMES, KONTES, PETER AND MANKINS, MICHAEL, The value imperative, 1994, The Free Press				
	4	RAPPAPORT, ALFRED; Creating shareholder value; 1986, The Free Press				
	5	RITCHKEN, PETER, Options, Theory, Strategy and Applications, 1987, Foresman and Company				
	6	DIXIT, ÁVINASH & PINDYCK, ROBERT; Investment under uncertainty; 1994; Princeton University Press				
	7	GARSON, DAVID; Interpreting neural network connection weights, 4/1/1991, AI Expert				
	8	WELLSTEAD, STEPHEN; Neural network and fuzzy logic applications in C/C++; 1994; John Wiley & Sons				
	9	MOST, KENNETH; Accounting theory; 1977,Grid, Inc.				
M	10	HENDRIKSEN, ELDEN, Accounting theory, 1982, Richard D. Irwin				

Examiner	16'11'-\'	Date	11/		-1
Signature	fe-1-hou	Considered	4/1	14/1	76
SEVALUATED. I	and it also are a second and a second and a second as	MDED CAR Des Carata and a			

considered. Include capy of this form with next communication to applicant.

considered. Include capy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark hare if English language Translation is attached.

This collection of information is required by 37 CFR 1.88. The information is required to obtain or rotain a bonofit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary dopending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Tradomark Office, U.S. Department of Commissioner of Vashington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

Revived for Center 2005 MM

PTO/SB/08B (04-03)

Approved for use through 04/30/2003. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE point to a collection of information unless it contains a valid OMB control contains.

Substitute	for form 1449/PTO			Complete If Known				
01000				Application Number	09/761,670			
INFC	RMATION	DIS	CLOSURE	Filing Date	January 18, 2001			
STA	TEMENT B	BY A	PPLICANT	First Named Inventor	Jeff S. Eder			
	(Use as many she			Art Unit	3624			
i	(Use as many sno	913 03 <i>N</i>	ece33a/y)	Examiner Name	Jagdish Patel			
Sheet	5	of	8	Attorney Docket Number	AR - 16			

Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.				
M	11	KULKARNI, ARUN; Artificial neural networks for image understanding; 1/1/1994; Van Norstrand Reinhold				
	12	WARD SYSTEMS GROUP; NeuroWindows User Manual; 1993; Wards Systems Group				
	13	BREALEY, RICHARD & MYERS, STEWART; Principles of Corporate Finance; 1991; McGraw Hill				
	14	FAULKNER, TERRENCE; Applying options thinking to R&D valuation; 5/1/1996; Research Technology Manage				
•	15	MILLER, MERTON & MODIGLIANI, FRANCO, Dividend policy, growth and the valuation of shares, 10/1/1961,	,			
	16	SIMENSKY, MELVIN & BRYER, LANNING; The new role of intellectual property in commercial transactions,				
	17	WILSON, ALBERT, Emerging approaches to impaired property valuation, 4/1/1996, Appraisal Journal, v64				
	18	BROWN, GORDON T, Free cash flow appraisal, a better way, 4/1/1996, Appraisal Journal, V64, number 2,				
	19	BUSINESS EDITORS & REAL ESTATE INDUSTRY WRITERS, EQK Realty Investors I, 4/2/1992, Press Release				
MX	20	SWAD, RANDY, Business valuation, applicable standards for CPA's, 9/1/1995, CPA Journal v65, number 9				

					
Examiner /	5 01	<u> </u>	Date	Mu	2/2/
Signature /	· l./h	er -	Considered	7/17	WB
ACVANINCO, Inhialit adamage		And the second section of the second second section of the section o	O Committee the second of		

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. I Applicant's unique citation designation number (optimization). 2 Applicant is to place a check mark here if English language Translation is statched.

This collection of information is required by 37 CFR 1.08. The information is required to obtain or rotal in a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including ophering, proparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any commentum on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

PTC/SB/08B (04-03)
Approved for use through 04/30/2003. OMB 0851-0031
U.S. Petent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Under the Peperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a velid OMB control number. Complete If Known Substitute for form 1449/PTO **Application Number** 09/761,670 INFORMATION DISCLOSURE **Filing Date** January 18, 2001 STATEMENT BY APPLICANT **First Named Inventor** Jeff S. Eder Art Unit 3624 (Use as many sheets as necessary) **Examiner Name** Jagdish Patel Attorney Docket Number Sheet **AR - 16** of

			NON PATENT LITERATURE DOCUMENTS			
		Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			
N	R	21	REILLY, ROBERT; Valuation of Intangibles for bankruptcy and reorganization purposes; 8/1/1994; Ohio			
7	ſ	22	LIEBICH, KIM; How to value a bank; 8/1/1995; ABA Banking Journal			
		23	BAUMANN, BARBARA H & OXAAL, MARJORIE R; Estimating the value of a group medical practice, a primer;			
·		24	QUINN, JAMES BRIAN, Intelligent Enterprise, Free Press, 1992			
		25	FRIEDMAN, RICHARD; Business valuation: calculating it right; 10/1/1994; Practical Accountant			
		26	MULLEN, MAGGIE; How to value intangibles; 11/1/1993; Accountancy			
		27	STEWART, THOMAS; Trying to grasp the intangible; 10/2/1995 Fortune			
		28	OUROSOFF, ALEXANDRA; What the world's top brands are worth; 9/1/1992; Finance World			
	,	29	PHILLIPS BUSINESS INFORMATION, INC.; Five ways to reduce risk with neural networks; 9/27/1993; Credi			
1	M	30	LIPPITT, JEFFREY & MASTRACCHIO, NICHOLAS, Developing capitalization rates for valuing a business, 11			
	$\overline{}$					

Examiner	1 11.5	Date	Mulah
Signature	(and	Considered	1 4/14/00
APPROXIMATION AND A 120 A			

"EXAMINER: Initial if reference considered, whother or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered, include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Tradomark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

If you need essistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

Received Contra 16 200:

V PTO/SB/08B (04-03)
Approved for use through 04/30/2003 OMB 0851-0031
U.S. Petent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Substitute for form 1449/PTO	e required to respond to a collection of information unless it contains a velid OMB control number. Complete if Known		
Sabsonio ioriona 14457 10	Application Number	09/761,670	
INFORMATION DISCLOSURE	Filing Date	January 18, 2001	
STATEMENT BY APPLICANT	First Named Inventor	Jeff S. Eder	
(Use as many shoots as necessary)	Art Unit	3624	
(Use as many sneeds as necessary)	Examiner Name	Jagdish Patel	
Sheet 7 of 8	Attorney Docket Number	AR - 16	

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	Ŧ
M	31	HIRSCH, A. ETHAN, What's it worth?, 12/21/1992, Accounting Today, v6, number 24, p	
	32	MYERS, STEWART & HOWE, CHRISTOPHER; A life-cycle financial model of Pharmaceutical R&D 4/1/1997;MIT	
	33	SIMON, CAROL J. & SULLIVAN, MARY W.; The Measurement and Determinants of Brand Equity; 10/1/1993; Ma	
	34	Svelby, Karl Erlk & Mellander, Klas; Tango Learning Guide Version 2.1; 1994; Celemi	
	35	KAUFMAN, J. JERRY; Value Management; 1998; Crisp	
	36	HBS PRESS; Measuring Corporate Performance; 1998; HBS Press	
	37	KAPLAN, ROBERT & NORTON, DAVID; The Balanced Scorecard; 1996; HBS Press	
	38	MORRIS, HENRY; Extending the Business Process, 10/6/98, IDC Presentation	
	39	AMIR, ELI; & LEV, BARUCH, "Value-relevance of non-financial information", Journal of Accounting and	
M	40	ERNST & YOUNG, "Measures that Matter", 1997	

	1 1			
Examiner		-	Date	Mudah
Signature /	- 1. Knox	\sim	Considered	4114100

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-788-9199) and select option 2.

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not is conformance and not

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered, builde copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check manithere if English language Translation is attached.

This collection of information is required by 37 CFR 1.08. The information is required to obtain or rotain a benefit by the public which is to file (and by the USPTO to process) an application. Confiderability is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and externiting the completed application form to the USPTO. Time will very depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officor, U.S. Patent and Tradomark Office, U.S. Department of Commorce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

Pecewel Centre 2005 Mil

U.S. Patent and Trademonk Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Complete If Known

Application Number: Substitute for form 1449/PTO Filing Date INFORMATION DISCLOSURE January 18, 2001 STATEMENT BY APPLICANT First Named Inventor Jeff S. Eder Art Unit 3624 (Use as many shouts as necessary) **Examiner Name** Jagdish Patel Attorney Docket Number Sheet R **AR - 16**

xaminer	Cite	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of	
nitials*	No.1	the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	Ţ²
M	41	SIMON, CAROL & SULLIVAN, MARY, "A Financial Approach to estimating firm level brand equity", 92-116	
1	42	FARQUHAR, PETER & HAN, JULIE, "Recognizing and measuring your brand assets" 91-119, Mkt. Sci. Inst.	
	43	MAXSON, MARK; Will you get your money's worth?, 5/1/1993, Financial Executive	
	44	HAYES, ROBERT & ABERNATHY, WILLIAM, "Managing our way to economic decline", Harvard Business Review,	
M	45	MODIGLIANA, FRANCO & MILLER, MERTON, "Dividend Policy, Growth and the Valuation of Shares", Journal	

				<u>, </u>
Examiner	W / V . ~ \ .	Date	While	$\sqrt{}$
Signature	or then	Considered	7/19/4	0_
*EYAMINED: lebini if effor	mana considered, whether or not clinting is in deplements with MOSD CI	O Deau line through a	insign if Antin portoons	nec and net

If you need essistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

considered. Include copy of this form with next communication to applicant.

Considered. Include copy is designed with next communication to applicant.

1 Applicant's unique citation designation number (applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.88. The information is required to obtain or main a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiatly is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including antening, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450. Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:

Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

RECEIVED CENTRAL FAX CENTER

PTO/SB/08B (00-03)

Approved for use through 07/31/2006, OMB 0651-0031

Substitute for form 1449/PTO	Complete If Known			
, Sabelialo lottoriii 19497 (S	Application Number	09/761,670		
INFORMATION DISCLOSURE	Filing Date	1/18/2001		
STATEMENT BY APPLICANT	First Named Inventor	Jeff S. Eder		
	Art Unit	3628		
(Use as many sheets as necessary)	Examiner Name	Siegfried Chencinski		
Sheet of	Attorney Docket Number	AR - 16		

	NON PATENT LITERATURE DOCUMENTS	Cito	xaminer
	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, Journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	Cite No.	xaminer itiats*
	Barua, Anitesh; Lee, C.H. Sophie; Whinston, Andrew, "The Calculus of Reengineering", August 1994		M
	Haesendonckx, Michel, "VBM - Value Driver Tree", June 8, 2005		M
			7
	1 1 Date 1 1 1 1 2 1		caminer

Signature: | // Considered | Co

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

^{*}EXAMINER: Initial if reference considered, whether or not citation is in conformance with MMEM 609. Draw line through citation is not in comformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentially is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including subtraing, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete application form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Dox 1450, Alexandria, VA 22312-1450. Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Examiner

Signature

Approved for use through 07/31/2006. OMB 0851-0031

U.S. Petent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Peperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a velid OMB control number.

Complete if Known

Application Number. Substitute for form 1449/PTO **Filing Date** INFORMATION DISCLOSURE 1/18/2001 STATEMENT BY APPLICANT First Named Inventor Jeff S. Eder Art Unit 3628 (Use as many sheets as necessary) Examiner Name Siegfried Chencinski Attomey Docket Number Sheet AR - 16

Examiner	Cito	NON PATENT LITERATURE DOCUMENTS	
nitials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
M		Chambers, Robert; Quiggins, John; "Resource Allocation and Asset Pricing", November 2002	
	<u> </u>		

Considered

Date

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-788-9199) and select option 2.

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP G09. Draw line through citation if not in conformance and not considered, include oppy of this form with next communication to applicant.

1 Applicant's unique disting designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.90. The information is required to obtain or retain a benefit by the public which is to file (and by the U3PTO to process) an application. Confidentiality is poverned by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will very depending upon the individual case. Any comments on the amount of time you require to complete this form analyer suggestions for reducing this burden, should be sent to the Chief Internation Officer, U.S. Patent and Treademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: